

# CONTRACT



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

And:

**Strategic Media Services, Inc**  
**3299 K Street NW**  
**Washington, DC 20007**

<u>Contract / Revision</u> 572685 /		<u>Alt Order #</u> 09710609
<u>Product</u> NRSC 2012		
<u>Contract Dates</u> 10/17/12 - 10/23/12		<u>Estimate #</u>
<u>Advertiser</u> National Republican Senate Committee		<u>Original Date / Revision</u> 09/04/12 / 09/04/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8201	<u>Advertiser Code</u> 6087	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	10/17/12	10/23/12	M-F 6a-630a	6a-630a		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				2	\$550.00			
N 2	6	10/17/12	10/23/12	M-F 630a-7a	630a-7a		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				3	\$550.00			
N 3	6	10/17/12	10/23/12	M-F 7a-730a	7a-730a		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				3	\$650.00			
N 4	6	10/17/12	10/23/12	M-F 730a-8a	730a-8a		:30			NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				2	\$650.00			
N 5	6	10/17/12	10/23/12	M-F 8a-830a	8a-830a		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				3	\$550.00			
N 6	6	10/17/12	10/23/12	M-F 830a-9a	830a-9a		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				2	\$550.00			
N 7	6	10/17/12	10/23/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				2	\$315.00			
N 8	6	10/17/12	10/23/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	3	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				3	\$315.00			
N 9	6	10/17/12	10/23/12	M-F 1p-2p	1p-2p		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				5	\$150.00			
N 10	6	10/17/12	10/23/12	M-F 3p-4p	3p-4p		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				5	\$200.00			
N 11	6	10/17/12	10/23/12	M-F 4p-430p	4p-430p		:30			NM	4	\$1,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				4	\$335.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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572685 /	09710609

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/17/12 - 10/23/12	NRSC 2012	

<u>Advertiser</u>	<u>Original Date / Revision</u>
National Republican Sen:	09/04/12 / 09/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 12	6	10/17/12	10/23/12	M-F 430p-5p	430p-5p		:30			NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				2	\$335.00			
N 13	6	10/17/12	10/23/12	M-F 5p-530p	5p-530p		:30			NM	5	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				5	\$435.00			
N 14	6	10/17/12	10/23/12	M-F 530p-6p	530p-6p		:30			NM	5	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				5	\$435.00			
N 15	6	10/17/12	10/23/12	M-F 6p-630p	6p-630p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				5	\$500.00			
N 16	6	10/17/12	10/23/12	M-F 630p-7p	630p-7p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				5	\$500.00			
N 17	6	10/17/12	10/23/12	M-F 9-930p	9p-930p		:30			NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				4	\$1,100.00			
N 18	6	10/17/12	10/23/12	M-F 10p-1035p	10p-1035p		:30			NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				3	\$1,000.00			
N 19	6	10/17/12	10/23/12	M-F 1105p-1135p	1105p-1135p		:30			NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	MTWTF--				5	\$225.00			
N 20	6	10/20/12	10/20/12	Sa 7a-9a	7a-9a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$450.00			
N 21	6	10/20/12	10/20/12	College Football on	various		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$2,000.00			
N 22	6	10/20/12	10/20/12	Sa 930p-10p	930p-10p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$1,000.00			
N 23	6	10/21/12	10/21/12	Su 7a-9a	7a-9a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$450.00			
N 24	6	10/21/12	10/21/12	FOX News Sunday	9a-10a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$250.00			
N 25	6	10/21/12	10/21/12	GB Packers Football	various		:30			NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$20,000.00			
N 26	6	10/21/12	10/21/12	NFL on FOX 3p	3p-CC		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$4,000.00			
N 27	6	10/21/12	10/21/12	Fox 6 Post Game Show	various		:30			NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$2,750.00			
N 28	6	10/21/12	10/21/12	Su 5p News	5-6p		:30			NM	1	\$600.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S				1	\$600.00			
N 29 6		10/21/12	10/21/12	Su 10p-1035p	10p-1035p		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S				1	\$1,400.00			
Totals											78	\$64,860.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/23/12	78	\$64,860.00	\$55,131.00
<b>Totals</b>	<b>78</b>	<b>\$64,860.00</b>	<b>\$55,131.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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